İSTANBUL 2010
EUROPEAN CAPITAL OF CULTURE
PROGRAMME:

CULTURE AS A TOOL FOR
DESTINATION MARKETING
RECEIVING THE TITLE

Council of the Ministers of Culture of the EU approved the selection of Istanbul as European Capital of Culture 2010 on 13 November 2006.

A bottom-up approach initiated by civil society, ‘governance model’ coordination between governmental bodies, private sector and NGOs.

Turkish Parliament has enacted a special law for the foundation of an Agency for İstanbul 2010 ECoC in November 2007.
Istanbul 2010 European Capital of Culture
A Multi-Layered Project

Culture & Arts

Urban Projects & Cultural Heritage

Tourism & Promotion
SUSTAINABLE CONSERVATION OF HERITAGE
IN VolVING YOU NG PeOple
CREATING NEW VENUES FOR ARTS & CULTURE
DEVELOPING INTERCULTURAL DIALOGUE
REACHING OUT THE CITY
NETWORKING
CIVIL SOCIETY DIALOGUE AMONG TURKEY AND EU COUNTRIES
Typical Perception of Istanbul
To pave the way for an Istanbul image closely associated with artistic and cultural activities.
Exhibition on Ottoman Art
16-17th Century Ottoman Art and Architecture in Hungary and in the Centre of the Empire
Istanbul
2010 European Capital of Culture
Marketing Campaign Strategy Building
Communication Objectives

Contributing to ‘Istanbul image’ as a city with cultural and artistic connotations

Highlighting Istanbul’s unique characteristics and promoting Istanbul 2010 ECoC Agency’s program

Attracting visitors especially culture tourists
Desired Impact

Stop and think
Compare with other options
Plan to visit soon
Tone of Voice

Contemporary
Self-confident
Sophisticated
Surprising
Message

International, assertive statement
Not a claim but a “promise”
Clear and “distinguishing”
Exciting and activating
Concept

Inspiration

Inspirational
Conceptualisation

The ambition is to communicate the claim that Istanbul offers widest spectrum of ‘buzzing’ inspirations for all of us, not only with its arts or culture, history or nature, but also with its entertainment scene, food, business environment, religious festivals, etc.
Concept Logo

The “Istanbul Inspirations” logo is accompanied with the rather “bold” proposition which is challenging, occasionally provocative, claims to put Istanbul on par with great cities where it belongs.
Istanbul inspirations
Brand Positioning Concept

The most inspiring city in the world.

Dünyanın en ilham verici şehri.
Countries/regions

Austria
Belgium
France
Germany
Greece
Netherlands
Italy
Japan
PRC
Korea
Middle East
Norway
Poland
Russia
Spain
Sweden
Switzerland
UK
USA
Target Audience

- Arts and culture enthusiasts
- ‘Creative industry’ employees
  - Media (TV, movie industry, print media, advertising etc.)
  - Design, architecture (fashion, decoration etc.)
  - Arts (visual arts, antique dealers, performance artists)
  - Entertainment and events (music, festivals...)
- Istanbul residents
- University students
- Tourism industry
- Opinion leaders
- Decision makers (policy makers, private/state executives etc.)
- Government institutions
- NGOs
Target Audience Profile

• Highly educated (some college or higher)
• Middle or higher income level (at least comfortable living standards)
• Youth, middle aged and retired people
• Frequent travelers
• People who are interested in experiencing local tastes, with an intention to gather new information and experiences to satisfy their cultural needs.
Communication Channels

• Metropolitan outdoors, airports, train stations, airline companies etc.
• International niche magazines (Time, Wallpaper, Geo, National Geographic etc.)
• Internet sites (portals, traveling sites, city life sites, international newspapers, social media etc.)
• Opinion leaders print media (arts and culture pages, Le Monde, Die Zeit, NYT...)
• TV Channels (BBC World, CNN)
Istanbul... the most inspiring city in the world.

Istanbul 2010 European Capital of Culture will further inspire you with its contemporary art and urban culture. Be a part of this unique experience.
Istanbul... la ville qui vous inspire le plus.
Istanbul... la ville qui vous inspire le plus.

Istanbul inspirations
Quand les bandes se déchaînent en plein Paris
Les agressions se multiplient lors d'événements festifs dans la capitale.

La finance islamique arrive en France
Le ministère de l'Économie veut attirer les investissements venus du Soudan, mais des élus UMP restent réticents.

Istanbul... la ville qui vous inspire le plus.

Istanbul 2010, Capitale Européenne de la culture, soucieuse de nous offrir un panorama des arts et des cultures, nous invite à découvrir la beauté et la richesse de sa culture, de ses traditions et de ses monuments historiques.
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Istanbul 2010 European Capital of Culture will further inspire you with its contemporary art and urban culture. Be a part of this unique experience.

istanbul inspirations
IMF Meeting Campaign
Events/Organizations
Brussel Launch Campaign
For future inspirations...
We wish to see you again.
PUBLIC RELATIONS & COMMUNICATION

Aim:
an effective relation with public
to ensure public trust
willingness to support Istanbul 2010
willingness to take part in it - advocacy

Tools:
. Ensuring the publicity - news about Istanbul2010
. PR events & press meetings
. Press trips
. Volunteering program
. Web site
. Newsletter
Istanbul 2010 ECoC Agency have welcomed and arranged interviews at İstanbul 2010 Agency with more than international 300 journalists

- Agency Visits
- ECoC Events Visit
- Press Trips
- Press Conferences Abroad
  (London, Paris, Berlin, Sarajevo, Dortmund)
PR FOR INTERNATIONAL MEDIA

Articles about İstanbul 2010 in different newspapers
CREATION OF NEW INFORMATION MATERIALS

New Promoting and Marketing Materials have been created such as;

- **Audioguide**
  An audio cd beyond the clichés prepared with several interviews

- **City Map**
  With new cultural indications and Cultural venues of İstanbul 2010

- **Quick Guide**
  Special İstanbul 2010 Guide

- **İstanbul Visitors Guide**
  Collaboration with ICVB, Guide of İstanbul

- **İstanbul Culture İstanbul Tourism**
  Collaboration with the Provincial Directorate for Culture
PROMOTION AT INTERNATIONAL FAIRS

İstanbul 2010 projects have been promoted in abroad at several international tourism fairs

**At 43 International Tourism Travel Fairs:**
- JATA Tourism Fair (September 2008, 2009)
- New York Times Travel Show, February 2009, 2010
- EMITT, International Mediterranean Tourism and Travel Fair, February 2009, 2010

**In 27 country:**
- Germany, Spain, Japan, Poland, Russia, Greece, United Kingdom, Ukraine, Holland, Austria, Belgium, USA, Italy, Hungary, Lituanıa, France, Kazakhstan, South Korea, Turkey, South Africa, Halep, Şam, Beyrut, Riyad, Cidde, Bahreyn, Dubai,
PROMOTION AT INTERNATIONAL EVENTS

İstanbul 2010 projects have been promoted International Expos, Bienals, Events in 2008, 2009, 2010

International Expos, Bienals, International Events

- Bonn Bienali, 14-21 Haziran 2008
- Expo Zaragoza, 13-17 Haziran 2008
- Frankfurt Bookfair, 01-19 Ekim 2008
- “İstanbul Days”, Odessa 12-15 October 2008
- 14th London Turkish Film Festival, 5-18 December 2008
- 11th İstanbul International Bienal, İstanbul, 8-11 September 2009
- Expo Shangai, 1-4 May 2010
- New York SummerStage Festival, New York, 2009, 2010
LOBBYING AT EUROPEAN LEVEL

International Launching Event, European Parliament Brussels, 2 February 2010

- 500 people attended the event, brought together high-level personalities, several MEPs

- Lively Debate “Istanbul’s role as a European and global cultural Centre”
İstanbul was not only a touristic place but also a lively cultural destination

- 21,664 news about İstanbul2010 in Turkish media
- 5,909 articles about İstanbul2010 in international media
- 426,601 international visitors of English website
- 3,000 domestic visitors for Turkish website
- 10 million visitors in the city
We worked to create a memorable European Capital of Culture year for the most inspiring city in the world: İstanbul

thank you...